

Abstract of the Invention

An adhesive coated article comprises a layer of microsphere adhesive onto a portion of at least one major surface of a substrate. The microspheres in the adhesive are obtained as the reaction product of (a) at least one alkyl (meth)acrylate ester wherein the alkyl group contains four to about 14 carbon atoms, preferably four to about 10 carbon atoms and (b) a comonomer(s). The comonomer may be a nonpolar, ionic, polar comonomer or mixtures of such monomers. This microsphere adhesive either contains a (meth)acrylamide comonomer or a polyacrylamide material is post-added to the microsphere adhesive. The adhesive exhibits a lower than expected adhesion to coated papers without sacrificing the adhesion to standard uncoated (bond) papers and preferably, the 90° peel adhesion, as measured on Kromkote® paper (used as an industry standard) is in the range of 20 to 250 grams/inch.